

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-15 (Canceled).

Claim 16 (Currently Amended): An image forming apparatus, comprising:

a communications mechanism configured to communicate with a banner advertiser terminal via a network;

a displaying mechanism configured to display, within the image forming apparatus, a banner advertisement, received from the banner advertiser terminal, offering at least one of a product and services; and

a response sending mechanism configured to send to the banner advertiser terminal, through the communications mechanism, at least one of an order and an inquiry for the at least one of the product and the services offered by the banner advertisement displayed on the displaying mechanism.

Claim 17 (Original): An image forming apparatus as defined in Claim 16, wherein the displaying mechanism displays the banner advertisement when the image forming apparatus is in a non-operative state.

Claim 18 (Original): An image forming apparatus as defined in Claim 16, wherein the communications mechanism receives a return message in an electronic mail form from the banner advertiser terminal in response to the at least one of the order and the inquiry for the at least one of the product and the services sent by the response sending mechanism.

Claim 19 (Original): An image forming apparatus as defined in Claim 16, further comprising:

a downloading mechanism configured to download a return message in a printable form from the banner advertiser terminal in response to the at least one of the order and the inquiry for the at least one of the product and the services sent by the response sending mechanism.

Claim 20 (Original): An image forming apparatus as defined in Claim 16, further comprising:

an advertisement registering mechanism configured to access a banner advertisement server to register a banner advertisement.

Claim 21 (Original): An image forming apparatus as defined in Claim 16, wherein the displaying mechanism includes a touch-sensing panel display.

Claim 22 (Currently Amended): An image forming apparatus, comprising:
communications interfacing means for communicating with a banner advertiser terminal via a network;

displaying means for displaying, within the image forming apparatus, a banner advertisement, received from the banner advertiser terminal, offering at least one of a product and services; and

response sending means for sending to the banner advertiser terminal, through the communications interfacing means, at least one of an order and an inquiry for the at least one of the product and the services offered by the banner advertisement displayed on the displaying means.

Claim 23 (Original): An image forming apparatus as defined in Claim 22, wherein the displaying means displays the banner advertisement when the image forming apparatus is in a non-operative state.

Claim 24 (Original): An image forming apparatus as defined in Claim 22, wherein the communications means receives a return message in an electronic mail form from the banner advertiser terminal in response to the at least one of the order and the inquiry for the at least one of the product and the services sent by the response sending means.

Claim 25 (Original): An image forming apparatus as defined in Claim 22, further comprising:

downloading means for downloading a return message in a printable form from the banner advertiser terminal in response to the at least one of the order and the inquiry for the at least one of the product and the services sent by the response sending means.

Claim 26 (Original): An image forming apparatus as defined in Claim 22, further comprising:

advertisement registering means for accessing a banner advertisement server to register a banner advertisement.

Claim 27 (Original): An image forming apparatus as defined in Claim 22, wherein the displaying means includes a touch-sensing panel display.

Claims 28-33 (Canceled).

Claim 34 (Currently Amended): An information processing apparatus, comprising:
a communications interface configured to communicate with an image forming apparatus via a network; and
a displaying mechanism configured to display, within the image forming apparatus, a banner advertisement which is distributed to the image forming apparatus when the image forming apparatus is in a non-operative state.

Claim 35 (Currently Amended): An information processing apparatus, comprising:
communications interfacing means for communicating with an image forming apparatus via a network; and
displaying means for displaying, within the image forming apparatus, a banner advertisement which is distributed to the image forming apparatus when the image forming apparatus is in a non-operative state.

Claim 36 (Currently Amended): A banner advertisement method, comprising steps of:
providing an information processing apparatus;
connecting the information processing apparatus to an image forming apparatus via a network; and
displaying, within the image forming apparatus, a banner advertisement which is distributed to the image forming apparatus when the image forming apparatus is in a non-operative state.